



Faculty of **Education**  
The University of Hong Kong

# Bachelor of Science in Information Management A201

Updated in October 2021





# Welcome!!



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# Why BSc(IM)?

- a UGC-funded programme which targets the fastest growing sector of the modern economy, namely the “information sector”;
- accredited by CILIP, an organisation for the information, knowledge management and library profession;
- Faculty is the only member iSchools member in HK;
- recognized by HK Library Association (HKLA) as a library education and training programme;
- current students are eligible to apply for the membership of CILIP and HKLA to affiliate with the association for professional supports;
- teaching staff with years of local & international teaching & industry experience in information studies;
- opportunities to interact with expert practitioners as well as alumni;
- academic exchange opportunities\*;
- scholarship & bursaries available.



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*\* Overseas trips and exchange opportunities may be affected because of the ongoing COVID-19 pandemic situation*



## Why BSc(IM) so special?

- First such degree programme offered by a local university
- Programme tailored to unique needs of HK information industry
- Acts both as a first professional qualification & a stepping-stone to further education



# What did graduate say?



## **Bosco Chan (Graduate)**

Graduated from the Higher Diploma programme in Library and Information Management at HKUSPACE Community College

*Studying on the BSc(IM) programme is truly enjoyable. The programme not only provides theoretical knowledge, but also offers valuable chances to enrich our practical experience through summer internships and to expand our horizons through the exchange programme. The summer internship has played a vital role in paving my career path and nurturing my soft skills. I am grateful that the lecturers are always there to help when needed. I highly recommend this programme to those who are interested in information management industries.*



# What did student say?

## **Zita Leung, Year 4 Student**

Graduated from Associate of Business Administration in Financial Services at the Community College of City University

*Studying at HKU is a precious opportunity for me to explore and open my mind. Besides gaining knowledge in the field of Information Management, I have definitely gained more than I expected. I am grateful for the opportunity of being a student representative at HKU as it has provided me with an invaluable chance to develop my interpersonal skills and make international friends. Also, the experience of participating in the internship programmes is definitely unforgettable and has provided me with a direction for my future career path. Therefore, I would say that it is an amazing programme to have been able to join after my graduation from the Associate Degree. You can get more than you expect. Come and join us!*



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More sharing can be found at  
<http://web.edu.hku.hk/programme/bsim/share>



# Aims

Designed to prepare graduates to:

- be informed, reflective practitioners in the information age
- develop information leadership capacities that can be used in a wide variety of professional environments



# Programme features

- Extends over 2 academic years of FT study
- Face-to-face coursework, combined with flexible online delivery
- Various seminars to meet experts from different IM sectors to learn the latest field practices
- Interaction with IM industry through internship
- Opportunity for in-depth research in final year project
- Minor in interested field
- Exchange programme\*

*\* Overseas trips and exchange opportunities may be affected because of the ongoing COVID-19 pandemic situation*





# Eligibility and intake quota

Candidates holding a recognised full-time Higher Diploma or Associate Degree programme in any discipline of at least two years duration in Hong Kong are eligible.

Since 2005, more than 470 students have graduated. The intake quota for 2022-23 is 50\*.

*\* The numbers are subject to change.*



# Programme Structure

	<b>1<sup>st</sup> Year (in credits)</b>	<b>2<sup>nd</sup> Year (in credits)</b>	<b>Total (in credits)</b>
<b>IM Core Courses</b>	<b>36 (includes Internship in the summer)</b>	<b>18 (includes Final Year Project)</b>	<b>54</b>
<b>IM Elective Courses</b>	<b>12</b>	<b>6</b>	<b>18</b>
<b>Lang. Enhancement</b>	<b>6</b>	<b>--</b>	<b>6</b>
<b>Common Core Courses (in different AoIs)</b>	<b>6</b>	<b>6</b>	<b>12</b>
<b>Free Electives</b>	<b>--</b>	<b>30</b>	<b>30</b>
<b>Total</b>	<b>60</b>	<b>60</b>	<b>120</b>



# Programme Structure (cont)

	Year 3		
	1 <sup>st</sup> Semester		2 <sup>nd</sup> Semester
<b>IM Core Courses</b>	BSIM3001 BSIM3004 BSIM3017	BSIM3023 BSIM3998	BSIM3999 (arranged in summer)
<b>IM Elective Courses<sup>^</sup></b>	---		<u>Select 2 out of 3</u> BSIM3014 BSIM3021
<b>Common Core Courses</b>	---		1 CCC
<b>Lang. Enhancement</b>	--		CAES9420
	<b>30 credits</b>		<b>30 credits</b>

<sup>^</sup> Students can take only 2 IM elective courses in the first year. Over enrollment is not allowed.

- Students can take not more than 36 credits in one semester
- Students who wish to opt for a minor may be required to take additional study load so as to fulfil the minor requirements.



# Core Courses

## IM Core Courses (to complete 9 courses, @ 6 credits)

BSIM3001 Information management foundations

BSIM3004 Information retrieval

BSIM3017 Database systems

BSIM3023 Information Organisation & Content Management

BSIM3998 Professional practices in information management

BSIM3999 Internship

BSIM4011 Project management

BSIM4020 Information society issues & policy

BSIM4999 Project (capstone)



# Elective Courses

## IM Elective Courses (to complete 3 courses, @ 6 credits)

BSIM3014 User-based systems analysis

BSIM3021 Web development, users & management

BSIM3025 Multimedia and human-computer interaction

BSIM4012 Records management

BSIM4018 Data warehousing & data mining

BSIM4019 Electronic commerce

BSIM4024 Fundamentals of object-oriented programming

BSIM4026 Introduction to statistics & quantitative data analysis

**[NEW]** *Selected topics in information management*

*Not all elective courses will necessarily be offered every year.*



# Articulation

- Possible articulation to Master of Science in Library and Information Management [MSc(LIM)]: with 4 specialist strands to choose from, namely Librarianship, Information management, Knowledge management, and Data science.
- Some courses of the MSc(LIM) are open for BSc(IM) senior students as free elective and possible advanced standing be granted for articulate to MSc(LIM), in accordance with regulations
- The MSc(LIM) courses include the following fields:
  - ❖ Data science and learning analytics (Data science)
  - ❖ Information resources and services (Librarianship / IM)
  - ❖ Information behaviour (Librarianship/ IM)



# BSIM3999 Internship

- **Purpose**

- Apply knowledge into practice
- Students engage in supervised practical experience with one or more information management related tasks in an organisation.

- **Placement**

- Placement will normally be arranged through the Internship Coordinator, though students are encouraged to look for their own placement organisation.

- **Supervisors**

- Internship Coordinator
- Workplace supervisor



# BSIM3998 Professional practices in information management

- To supplement regular classes with seminars of contemporary professional information management (IM) practice in the real world in order to prepare students for internship and professional work after graduation, as well as to demonstrate leadership to students from related professionals.
- Students are exposed to contemporary IM practices and leadership through seminars given by professionals and academics, as well as group discussions with them.
- Speakers in 2021/22
  - Mr Eric Chan, Chief Public Mission Officer, HK Cyberport Management Company Limited
  - Ms Helen Chan, Professional Division Committee Chair of International Federation of Lib. Associates and Institutions
  - Ms Giny Chin, Knowledge Management Officer, Fu Hong Society
  - Dr CM Kwan, Deputy Director of CLP Power Learning Institute
  - Ms Amy Leung, Senior Director of Corporate Development, NetDragon Websoft Holding Limited
  - Mr Leo Ma, Head, New Asia College Ch'ien Mu Library & United College Wu Chung Library, CUHK
  - Ms Flora Ng, Chief Information Officer and University Librarian, HKU
  - Mr Stanley Wong, Co-founder, Banana Portal Limited





# Sample host organisations

- Clifford Chance (高偉紳律師行)
- CLP Holding Limited (中電控股有限公司)
- Deacons (的近律師行)
- Deloitte Touche Tohmatsu (德勤)
- Gratia Christian College (宏恩基督教學院)
- Hong Kong Monetary Authority (香港金融管理局)
- Hong Kong Trade Development Council (香港貿易發展局)
- Hospital Authority (醫院管理局)
- Latham & Watkins (瑞生國際律師事務所)
- IKEA Hong Kong (香港宜家家居)
- Nanyang Technological University Library (新加坡南洋理工大學)
- National Museum of China (中國國家博物館)
- National Library of Public Information, Taiwan (臺灣國立公共資訊圖書館)
- National Taiwan University, Taiwan (國立臺灣大學)
- Pearson Education Asia Ltd (培生)
- etc



## Career prospects

- Analyst, Deloittes HK
- Area Sales Manager, Neutrik
- Assistant HR Manager, HSBC
- Information Research Officer, Sing Dao Daily
- Assistant Library, Leisure & Cultural Services Dept.
- Marketing Executive, Advanced Card Systems
- Management Trainee, Canon HK Co. Ltd.
- Business Development Manager, Hewlett-Packard
- Online Market Manager, Double Up Media
- KE Executive, Deacons HK
- Web Programmer, Tiebusa Ltd.
- Consultant, UBS



# Student profile (2021 intake)

From

- CIE, HKBU
- SPACE, HKU
- Community College, PolyU
- UOW College of Hong Kong



# Student profile (2021 intake)

- Arts
- Business
- Creative media
- Engineering
- Information technology
- Library and information management
- Sport and recreation management
- Sport coaching and sport performance
- Tourism



# Admissions requirements

- With good GPA
- Satisfactory language & communication skills → IELTS/TOEFL preferred
- Leadership and life experience → 1-2 pages summary preferred
- Prefer applicants placing BSIM as **1<sup>st</sup> choice**
- Interview for shortlisted applicants → late Feb to early March 2022



# Application information

- Apply through “**Admissions to Senior Year Places (Direct Admissions Scheme)**”.
- DAS Prog. code: **A201**
- First round application deadline: **noon, November 17, 2021**
- Late application is accepted until **noon, August 24, 2022**
- Applications will be considered on a rolling basis subject to programme availability, please submit your application as early as possible.
- Admissions details can be found at  
<https://admissions.hku.hk/apply/hong-kong-sub-degrees>  
Programme website <https://web.edu.hku.hk/programme/bsim>





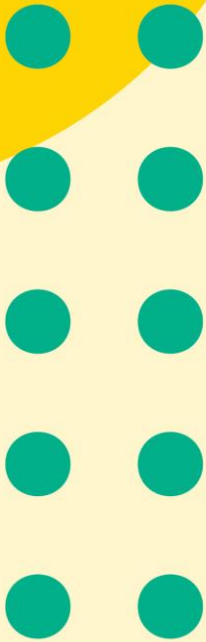
*Hope to see you soon!*



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Q & A



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